	SSS 95	HB 95	MBSS 96	MUBSS 96				
Total U.S.	469	480	505	485		783	797	820
R1	85	85	94	78		127	133	138
R2	106	104	118	121		188	189	192
R3	98	92	85	80		167	167	176
R4	99	121	122	118		175	179	185
R5	81	78	86	88		127	132	133
	SSS 95	HB 95	MBSS 96	MUBSS 96				
Non Retail	82	68	72	65		234	236	229
Retail Mast	377	399	423	410		523	535	548
Marlboro Retail Masters								
Region	SSS 95	HB 95	MBSS 96	MUBSS 96		Non Master		
1	73	76	76	65		32	33	33
2	79	82	96	98		67	66	63
3	74	73	69	67		59	58	58
4	84	104	109	104		51	50	47
5	67	64	73	76		25	29	28
Marlboro Non Masters								
	SSS 95	HB 95	MBSS 96	MUBSS 96		Retail Master count		
1	11	7	17	12		93	97	97
2	25	19	19	20		116	118	121
3	21	15	14	12		100	100	103
4	14	15	12	13		120	123	132
5	11	12	10	8		94	97	95
Basic RM								

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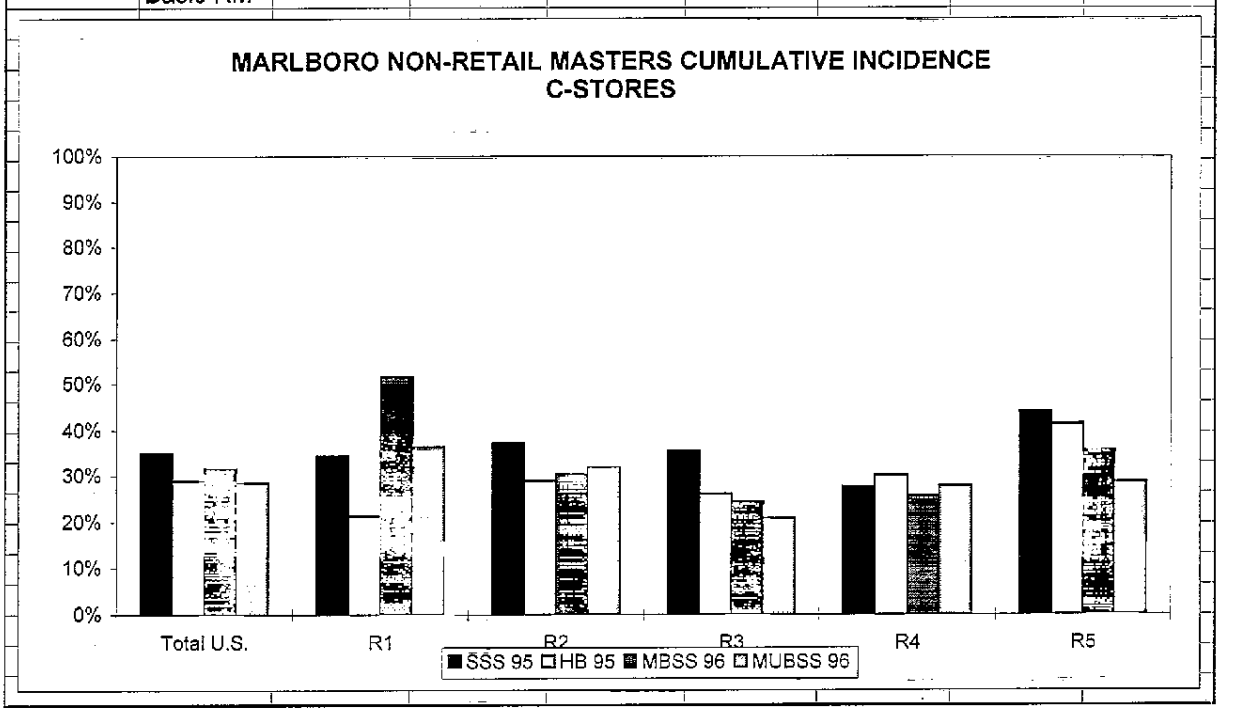
		SSS 95	HB 95	MBSS 96	MUBSS 96
815	Total U.S.	60%	60%	62%	60%
134	R1	67%	64%	68%	58%
188	R2	56%	55%	61%	64%
180	R3	59%	55%	48%	44%
184	R4	57%	68%	66%	64%
130	R5	64%	59%	65%	68%
229					
548					
	Region	SSS 95	HB 95	MBSS 96	MUBSS 96
	Total U.S.	72%	75%	77%	75%
33	R1	78%	78%	78%	67%
63	R2	68%	69%	79%	81%
58	R3	74%	73%	67%	65%
47	R4	70%	85%	83%	79%
28	R5	71%	66%	77%	80%
	Marlboro Non Masters				
	Region	SSS 95	HB 95	MBSS 96	MUBSS 96
	Total U.S.	35%	29%	31%	28%
97	R1	34%	21%	52%	36%
121	R2	37%	29%	30%	32%
103	R3	36%	26%	24%	21%
132	R4	27%	30%	26%	28%
95	R5	44%	41%	36%	29%
	Basic RM				



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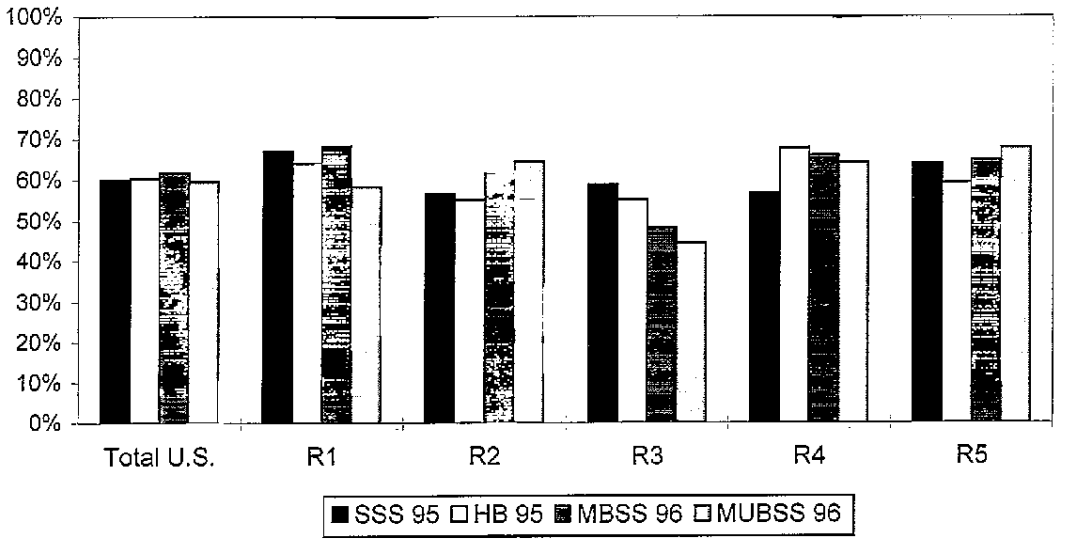
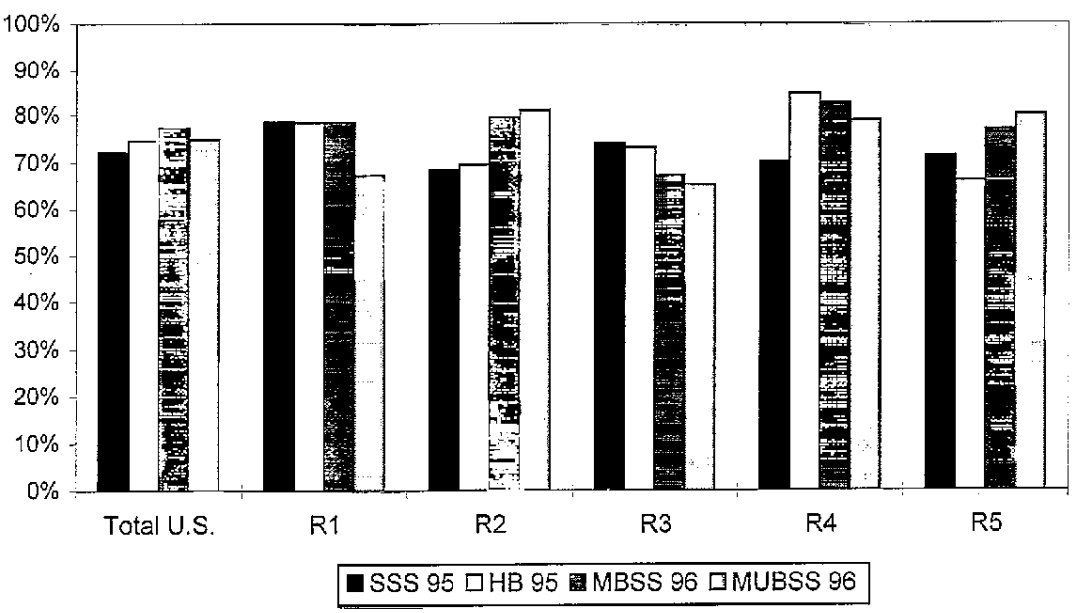
Source: https://www.industrydocuments.ucsf.edu/docs/yfgy0004

MARLBORO CUMULATIVE INCIDENCE C-STORES



MARLBORO RETAIL MASTERS CUMULATIVE INCIDENCE C-STORES



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